

Empathy Map

Name: Emily (Marketing Manager)

Persona: High-achieving professional struggling with work-life balance and chronic stress.

What do they think and feel?

- **Pains:** Overwhelmed by stress, feels inadequate, struggles with self-care.
- **Fears:** Fear of failure, letting others down, burnout.
- **Hopes/Dreams:** To find balance, to feel less stressed, to enjoy personal time.

What do they hear?

- **Friends/Family:** "You work too hard", "You should take a break".
- **Boss/Colleagues:** "We need this project done ASAP", "Can you stay late today?"
- **Media/Society:** Success stories of people with perfect balance, stress management tips.



What do they see?

- **Environment:** High-pressure work environment, social media influences.
- **Friends/Family:** Colleagues succeeding, friends in relaxing vacations.
- **Market Offerings:** Self-help books, wellness apps, therapy options.

What do they say and do?

- **In Public:** "I'm fine, just a bit tired", volunteers for extra projects, constantly checks emails.
- **In Private:** Expresses feeling overwhelmed, skips meals, has trouble sleeping.

Pain

- **Internal:** Perfectionism, difficulty in setting boundaries, self-neglect.
- **External:** High job demands, societal expectations, limited time for self-care.

Gain

- **Strategies for Achieving Work-Life Balance:** Providing practical tips and real-life scenarios to help high-achieving professionals like Emily manage work pressure while prioritizing personal well-being.
- **Coping Mechanisms for Stress and Perfectionism:** Offering guidance on dealing with chronic stress and perfectionism, including techniques for setting healthy boundaries and self-care practices tailored to busy lifestyles.

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What do they hear?

What do they see?



What do they say and do?

Pain

Gain
